



Digital Commerce State of the Market

December 2024: Complimentary Abstract / Table of Contents

Market Report
Interactive Experience (IX) Services



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- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Payment Integrity Solutions
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
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Introduction

As digital commerce transitions from the rapid growth spurred by the pandemic, it is entering an exciting phase of transformation driven by emerging trends and enterprise innovation. B2B commerce is expanding as organizations embrace digital platforms to streamline procurement, enable self-service, and offer personalized experiences, particularly in industries such as manufacturing and healthcare. Similarly, social commerce is reshaping the shopping experience, with social platforms integrating retail functionalities that capitalize on influencer-driven marketing and foster deeper community engagement. At the same time, AI in commerce is unlocking new possibilities, from hyper-personalized recommendations and dynamic pricing to supply chain optimization, enhancing both customer satisfaction and operational efficiency.

The emergence of marketplaces represents another significant opportunity, as enterprises develop curated ecosystems to diversify revenue streams and cater to specialized markets. Additionally, composable commerce is empowering businesses with modular, API-first architectures that enable agility and foster rapid innovation.

Together, these developments are driving the next phase of growth in digital commerce, equipping enterprises to deliver exceptional experiences, future-proof their strategies, and capitalize on evolving consumer expectations.

In this report, we focus on:

- Definition of the digital commerce landscape –services and platforms
- The market size of digital commerce and spend across regions, industries, and service segments
- Providers' investment themes and enterprise demand themes and pain points
- Surge in demand for social commerce
- The adoption of composable commerce by enterprises in their technology landscape
- Deployment of AI in digital commerce
- The transformation in the B2B commerce segment
- Increased proliferation of the marketplace model
- Implications for service providers and technology providers

Scope of this report

Geography: global

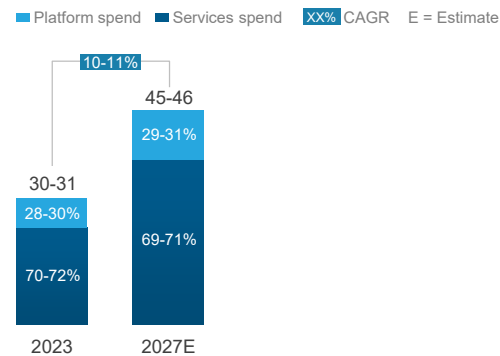
Industry: all

Services: digital commerce

This study offers four distinct chapters providing a deep dive into key aspects of digital commerce market; below are four charts to illustrate the depth of the report

Digital commerce market overview and growth drivers

Global digital commerce platform and services spend
US\$ billion



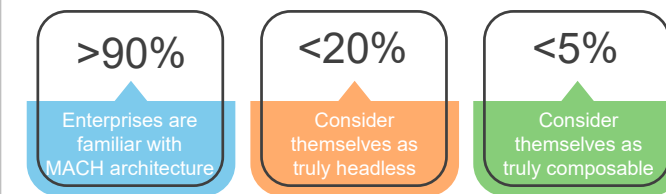
Factors driving the next phase of growth for digital commerce

- Demand for B2C-like digital experiences from B2B enterprises
- Enterprises leaning on composability to drive RoI and agility
- Social commerce driving influencer-led channel sales
- AI taking center stage in commerce journeys
- Rise in demand for marketplace solutions

State of adoption of composable commerce

While composable is the future...
...the code has not been cracked

State of composable commerce adoption

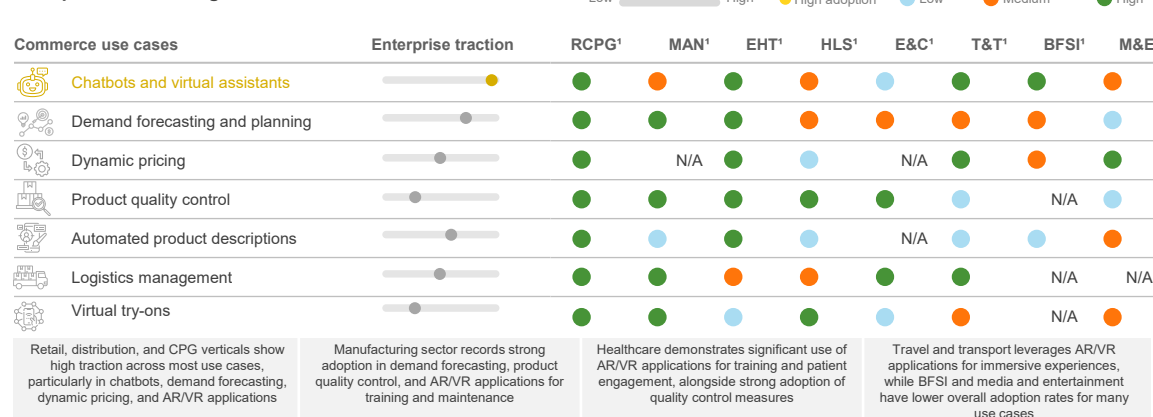


Top challenges in adoption of composable

- Implementation complexity
- Switching cost
- Skilled multi-platform resources
- Loss of current integrations
- Stickiness of current platforms

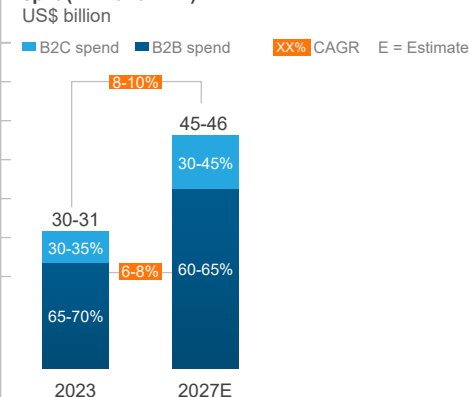
State of Gen AI adoption across industry segments in commerce

Enterprise traction of generative AI use cases



B2B commerce market overview and growth drivers

Global digital commerce platform and services spend split (B2B and B2C)
US\$ billion



B2B commerce growth drivers

- Demand for enhanced personalization, omnichannel experience, and self-service models**
B2B buyers now expect personalized, omnichannel experiences akin to B2C interactions. Companies are implementing self-service portals and utilizing data analytics to provide tailored recommendations and facilitate independent purchasing.
- Adoption by mid-market enterprise segment**
Mid-market B2B enterprises are increasingly embracing digital commerce solutions due to improved technology accessibility and the need for operational efficiency. This segment is leveraging e-commerce platforms to scale their reach and enhance competitiveness.
- Proliferation of B2B marketplaces**
The rise of specialized B2B marketplaces offers businesses easier access to global suppliers and buyers, facilitating streamlined transactions and expanded market opportunities. These platforms simplify purchasing with integrated logistics and payment solutions.
- Changing demographics of B2B buyers**
The influx of millennials and Gen Z into decision-making roles is transforming B2B purchasing behavior. These younger, tech-savvy buyers prioritize user-friendly digital experiences and collaborative solutions, prompting businesses to adapt their offerings accordingly.

Research calendar

Interactive Experience (IX) Services

	Published	Current release	Planned
Reports title	Release date		
Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2023			December 2023
Digital Experience Platform (DXP) Products – Provider Compendium 2023			December 2023
Content Supply Chain – Revolutionizing the Content Development Life Cycle			December 2023
Customer Data Platform (CDP) State of the Market 2024			January 2024
Decoding the Customer: Navigating the Voice of the Customer (VoC) Landscape to Truly Understand Your Customers			March 2024
Demystifying the Rapidly Evolving MarTech Landscape			March 2024
Generative AI – Review of Adobe Summit 2024			May 2024
Adobe Services PEAK Matrix® Assessment 2024			May 2024
CMO 2.0: The AI-powered Marketing Maestro and Growth Orchestrator			July 2024
Cannes Lions 2024: How Technology is Driving Creativity to New Heights			July 2024
AI for Customer Experience (CX): Unleashing the Power of Algorithms for Exceptional Experiences			September 2024
Digital Commerce State of the Market 2024			December 2024
AdTech Revolution: Decoding the Code of Data-driven Advertising			Q4 2024
Impact of Gen AI in the UI/UX space			Q4 2024

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